

Message Text

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43

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /038 W

----- 041420

R 251100Z JUN 75

FM AMEMBASSY PRAGUE

TO SECSTATE WASHDC 8332

INFO AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY BERLIN

AMEMBASSY WARSAW

UNCLAS PRAGUE 1530

COMMERCE FOR BEWT/TPD (THOMPSON)

VIENNA FOR USEWTC

E.O. 11652: N/A

TAGS: BEXP, XG, CZ

SUBJ: TRADE PROMOTION IN FY '76 AND THREE MONTH TRANSITION
PERIOD

REF: A. STATE 132655; B. STATE 147703

1. BY ANY STANDARD, THE FIRST ALTERNATE TRADE PROMOTION SCHEDULE
CONTAINED PARA TWO, REFTEL A WOULD SERVE NEITHER INTERESTS OF
USG NOR OF U.S. BUSINESS COMMUNITY IN CONTINUING AVOWED TRADE
EXPANSION PROGRAM IN CZECHOSLOVAKIA. SPECIFICALLY, WE WOULD
VIEW WITH SOMETHING AKIN TO ALARM A PROGRAM WHICH ENVISIONED
CUTTING OUT PARTICIPATION IN ANNUAL BRNO ENGINEERING FAIR WHICH,
AS EMBASSY HAS POINTED OUT ON SEVERAL OCCASIONS, MUST BE
CONSIDERED KEYSTONE OF OUR TRADE PROMOTION EFFORTS, AT LEAST
UNTIL U.S. FIRMS ARE BETTER REPRESENTED IN CZECHOSLOVAKIA.

2. SECOND ALTERNATE SCHEDULE PRESENTED PARA FIVE, REFTEL A
IS EXCELLENT AND USDOC/BEWT IS TO BE COMMENDED FOR PUTTING
TOGETHER BALANCED SERIES OF TRADE PROMOTION EVENTS WELL TARGETED
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ON EXPANDING SECTORS OF CZECH INDUSTRY. WE WOULD ALSO HOPE

TO BE SCHEDULED FOR ONE OF IOGA MISSIONS MENTIONED OR, EVEN
BETTER, ADDITIONAL TECHNICAL SALES SEMINAR IN SEPTEMBER, 1976
DEPENDING, OF COURSE, UPON PRODUCT THEME.

3. EMBASSY HOPES USDOC/BEWT WILL BE SUCCESSFUL
IN ITS EFFORTS TO SECURE FULL SUPPLEMENTAL ALLOCATION IN ORDER
TO MAKE IT POSSIBLE FOR SECOND
ALTERNATE SCHEDULE FOR CZECHOSLOVAKIA TO BE IMPLEMENTED IN ITS
ENTIRETY. PERRY

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